

Message Text

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TO SECSTATE WASHDC 5675

INFO USMISSION USBERLIN

AMCONSUL BREMEN

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AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

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E.O. 11652: N/A

TAGS: BEXP, GW

SUBJ: TRADE OPPORTUNITY PROGRAM EVALUATION

REF: A. STATE A-6912; B. DUSSELDORF 1492; C. BONN 19407

1. RESULTS FOR THE FOLLOW-UP ON TO'S SUBMITTED DURING FEBRUARY, 1975 FROM GERMANY ARE AS FOLLOWS:
120 GERMAN FIRMS (190 TO'S) RECEIVED 105 OFFERS FROM AMERICAN SUPPLIERS. 16 FIRMS ARE CURRENTLY PURCHASING FROM THESE SUPPLIERS FOR A TOTAL DOLLAR VALUE OF \$728,500 (WITH PROJECTIONS TO JUNE 30, 1976 OF AN ADDITIONAL \$655,000), WHILE 33 ARE STILL NEGOTIATING. IN ADDITION 13 AGENCY AGREEMENTS HAVE BEEN SIGNED.

2. THE "SUCCESS RATE" FOR GERMAN FIRMS SUBMITTING TO'S DURING FEBRUARY (CURRENTLY PURCHASING DIVIDED BY NUMBER OF GERMAN FIRMS) WAS 13. THE AVERAGE DOLLAR VALUE PURCHASED PER GERMAN FIRM DURING THIS TEST PERIOD (120 FIRMS DIVIDED BY TOTAL DOLLAR FIGURE TO 30 JUNE 76) WAS \$11,500. HOWEVER, THE LARGE NUMBER OF GERMAN FIRMS STILL NEGOTIATING (33) MAKES IT IMPOSSIBLE TO PREDICT WHAT THE SUCCESS RATE AND
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AVERAGE DOLLAR FIGURE WILL BE AT LATER POINTS IN TIME.

OVER 87 OF THE GERMAN FIRMS RECEIVED OFFERS FROM AMERICAN SUPPLIERS.

3. GERMAN BUSINESSMEN SUPPLIED REASONS IN SOME INSTANCES FOR THE FAILURE OF PARTICULAR TO'S. AMONG THESE REASONS WERE:

A. INADEQUATE RESPONSES FROM AMERICAN SUPBLIERS DUE TO EITHER A BAD PRODUCT MATCH OR WEAK FOLLOW-UP TO THE TO (E.G. POORLY CONSTRUCTED BUSINESS LETTER, LACK OF PRODUCT LITERATURE ETC.).

B. UNCOMPETITIVE PRICES.

4. THE LARGE NUMBER OF AGENTS APPOINTED (OVER 10 OF GERMAN FIRMS SUBMITTING TO'S) SEEMS TO SUGGEST THAT MANY PROSPECTIVE GERMAN AGENTS ARE USING THE TO PROGRAM TO FIND NEW PRODUCTS OR FLESH OUT OLD LINES.

5. GERMANY'S TO RATE HAS INCREASED SOMEWHAT DURING THE FIRST TWO QUARTERS OF FY 76 COMPARED TO THE TEST PERIOD. THE MONTHLY AVERAGE FROM JULY THROUGH DECEMBER WAS 203 COMPARED TO 190 FOR FEBRUARY, 1975.
HILLENBRAND

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